



# *City of Frisco, Texas* **2006 COMPREHENSIVE PLAN**

## *Chapter 3:* *Principles & Actions*

*ADOPTED APRIL 18, 2006*

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"Places have an impact on our sense of self, our sense of safety, the kind of work we get done, the ways we interact with other people, even our ability to function as citizens in a democracy. In short, the places where we spend time affect the people we are and can become."

- Tony Hiss, *The Experience of Place*

## Introduction

### Principles & Actions Defined

With the *Snapshot of the City* and the *Visioning* chapters as foundational elements, this chapter of the *2006 Comprehensive Plan* outlines the principles and actions that will guide Plan recommendations.

**Principles** are general statements of guidance concerning an aspect of Frisco's desired ultimate physical, social and/or economic environment. Principle statements are visionary statements that outline how various issues should be addressed in an ideal and broad sense.

**Actions** express specific statements of intent that will ultimately lead the City to achieve what is envisioned within the principle statements.

### Basis for the Principles & Actions

These principle and action statements are the result of information from the *Snapshot of the City* and from the visioning process. The visioning process occurred over several months, and includes 1) input received from the CPAC, the public (at Neighborhood Workshops), and various focus groups, and 2) items identified in the SWOT analysis. Much of this information is reflected in the previous two chapters of this *2006 Comprehensive Plan*. However, the CPAC engaged in specific issue-identification exercises at meetings in March of 2005—the results of these exercises provide a good synopsis of various issues that have been raised. Results (some of which were mentioned more than once) include the following.

#### People

- ❖ Provide things that will keep people in Frisco as they age
- ❖ Maintain the concept that Frisco is family-oriented





- ❖ Try to attract a four-year college
- ❖ Provide a variety of housing

### *Connectivity*

- ❖ Provide mass transit opportunities
- ❖ Address transportation (roads, safety)
- ❖ Connect neighborhoods better
- ❖ Establish retail and mixed use land uses with pedestrian access
- ❖ Make the City pedestrian-friendly
- ❖ Address the design of roadways—slow people down and provide bicycle lanes
- ❖ Promote Frisco as being a “wired” City

### *Parks & Open Space*

- ❖ Provide parks and open space
- ❖ Increase the amount of greenery (trees) throughout the City
- ❖ Have more public gathering spaces
- ❖ Realize Grand Park

### *Uniqueness*

- ❖ Make sure that there is uniqueness in the design of buildings within Frisco
- ❖ Establish a City identity
- ❖ Ensure diversity and differentiation
- ❖ Improve Downtown (Main Street)
- ❖ Make the City unique-looking, distinctive
- ❖ Increase the City’s “curb-appeal”
- ❖ Incorporate more public art throughout the City (and in residential areas)



## Development & Redevelopment

- ❖ Focus on quality throughout the City
- ❖ Think beyond the short-term, think 20 years or more into the future
- ❖ Set high standards for development now, while there is still plenty of land in Frisco
- ❖ Find ways to improve what is already developed in Frisco
- ❖ Make sure retail development is viable for the future
- ❖ Integrate open space with residential development
- ❖ Have diverse and quality development
- ❖ Consider incentives for developers to provide a quality product
- ❖ Incorporate smart growth principles

These elements are included as a principle or action item according to the *2006 Comprehensive Plan* chapter to which they relate (based on the subject matter). These chapters include the *Land Use Strategy*, the *Livability Strategy*, the *Transportation Strategy*, and the *Growth Strategy*. Some of these elements overlap, and are therefore touched upon in more than one section of the *Principles & Actions* that follow. It should also be noted that many of the principles and actions represent items that are not only intended to be addressed by the *Comprehensive Plan*, but also by the City on a long-term, on-going basis.





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# Principles & Actions

## Land Use Strategy

### **PRINCIPLE 1:**

***Encourage the most desirable, efficient use of land while maintaining and enhancing local aesthetics.***

**Action 1.1:** Identify vacant areas that are appropriate for innovative, mixed use development as well as areas that are appropriate for single-use development.

**Action 1.2:** Establish specific ways in which residential and complementary nonresidential development can be integrated as development occurs.

**Action 1.3:** Ensure that standards related to the development of nonresidential uses along major corridors are the highest possible so that a positive visual perception of Frisco is projected to citizens and visitors.

**Action 1.4:** Establish incentives to encourage existing businesses to make visual improvements consistent with the City's current high standards.

**Action 1.5:** Ensure that development enhances and contributes to the livability of Frisco.

**Action 1.6:** Identify ways in which park and open space areas can be integrated with existing and future development.

**Action 1.7:** Continue to require incorporation of pedestrian access through newly developed areas and to adjacent development, wherever possible. When new development occurs and is not adjacent to existing development, provide for temporary (or interim) pedestrian access until such time as in-between, undeveloped areas are developed with permanent pedestrian access.



Local Homes Integrated With  
Pedestrian Access & Recreation

**Action 1.8:** Create distinctive neighborhood areas within Frisco that will contribute to the City's future sustainability and that are diverse in housing type so that when citizens desire a different type of housing, they can still remain in their neighborhood.



Action 1.9: Maintain and enhance the City’s local character and aesthetic value by improving existing neighborhoods (also see *Action 9.1*).

Action 1.10: Provide for diversity in terms of residential development to meet the needs of citizens’ full life cycle and to provide affordability.

Action 1.11: Continue to study where there are current developed areas without sidewalks, and allocate funds each year to retrofit these areas with sidewalks on a prioritized basis. (The City’s Engineering Services and Public Works departments are currently involved in this type of study.)



Frisco Square Provides Increased Housing Diversity

**PRINCIPLE 2:**

***Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.***

Action 2.1: Identify specific land uses that are needed to serve the citizens of and visitors to Frisco, such as healthcare, education, culture, recreation, and retail; establish ways in which the City can proactively attract these identified land uses.

Action 2.2: Ensure that there is a balanced mix of local nonresidential uses so that residents can have all of their needs met within Frisco.



Large Employers Help Provide a Strong Local Employment Base

Action 2.3: Ensure that Frisco’s land use policies provide adequately for nonresidential uses that will supply the essential tax base needed for the City to support existing and future residents.

Action 2.4: Attract businesses that will provide increased opportunities for Frisco’s citizens to work within the City, thereby creating a strong local employment base.

**PRINCIPLE 3:**

***Ensure that land use recommendations for development and redevelopment respect environmental factors and support innovative development.***

Action 3.1: Develop methods by which the Planning & Zoning Commission and the City Council can evaluate innovative development proposals based on factors that meet smart growth principles; such factors might include the size of the project proposed, its location, environmental considerations, and proposed land use types.



Action 3.2: Require development proposals to consider environmental factors, such as topography, drainage, creek protection, natural floodplain storage, open space conservation, water conservation, and energy efficiency.

Action 3.3: Consider compatibility and adjacency issues related to developed areas as new proposals are reviewed.

**PRINCIPLE 4:**

***Establish land use policies that support the maintenance and enhancement of Downtown.***

Action 4.1: Ensure that the Downtown area is pedestrian-oriented and that development supports the unique quality of specialty retailing and other types of small businesses.

Action 4.2: Promote adaptive reuse of existing structures with architectural merit to preserve the Downtown's historic character.

Action 4.3: Continue to coordinate City initiatives (e.g., expenditures, planning efforts, etc.) with Downtown business owners and property owners, as well as with the Frisco Heritage Association.

Action 4.4: Continue to improve the streetscape within Downtown, as well as to and from Downtown, with an emphasis on walkability.

Action 4.5: Encourage residential infill development and redevelopment within a 5- to 10-minute walk of Downtown.

Action 4.6: Create formal public open spaces to serve as focal points and gathering areas within Downtown.

Action 4.7: Create strong links between elements that could help strengthen Downtown, such as the proposed future transit station, Frisco Square, and Pizza Hut Park.

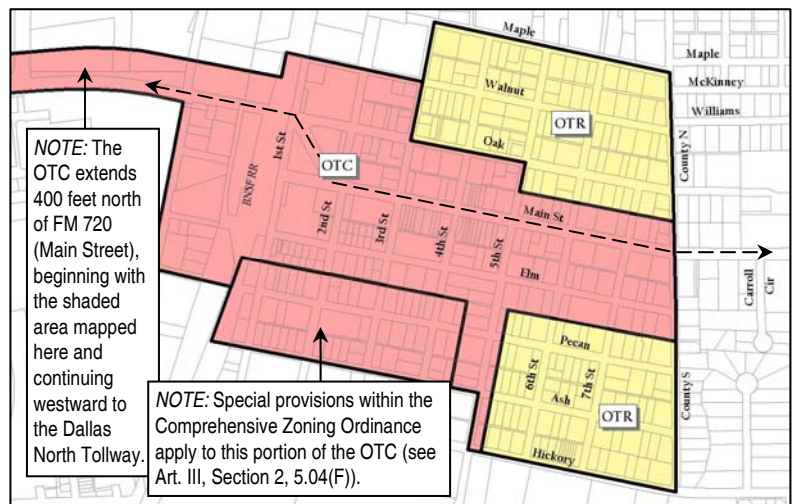


Illustration of Downtown Frisco  
Includes Original Town Commercial (OTC) & Original Town Residential (OTR) Areas

Action 4.8: Continue to use the adopted *Original Downtown Architectural Design Standards* (for both the Original Town Commercial areas and the Original Town Residential areas) and the adopted *Original Town Commercial District* (within the *Zoning Ordinance*) to improve Downtown Frisco.

Action 4.9: Establish an effective means of communicating information about Downtown-related City initiatives to new residents in and around Downtown, for example through the use of brochures that realtors or financiers could distribute.





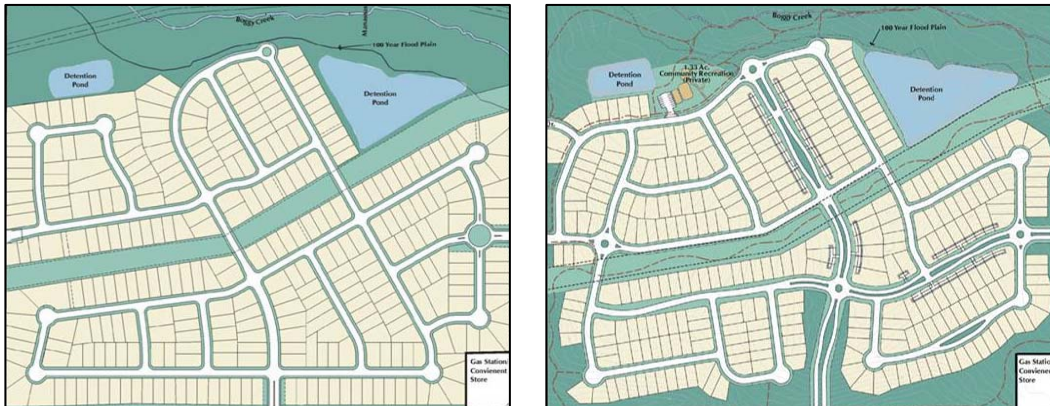
## Livability Strategy

### **PRINCIPLE 5:**

***Support the creation of unique residential properties and retailing to encourage long-term stability and reinvestment.***

Action 5.1: Encourage a diversity of residential properties in terms of size, type, views and orientation of lots to amenities.

Action 5.2: Encourage unique retail development that is pedestrian-oriented and connects to adjacent neighborhoods.



Example of Action 5.1 – Typical Development vs. Development With Lot Diversity & Orientation to Amenities

Action 5.3: Encourage retail businesses that meet the needs of a diverse range of age demographics, so that Frisco's citizens are able to buy what they need locally for their full life cycle.

Action 5.4: Develop plans for alternative uses of under-utilized or vacant retail sites. (Also see Action 7.3.)

### **PRINCIPLE 6:**

***Reinforce the vision of Frisco as a City of excellence for residents and businesses.***

Action 6.1: Make Frisco known as a destination City with many unique points of interest to offer visitors—unique retailing, unique recreation, unique cultural opportunities, and higher education opportunities.

Action 6.2: Create gateways at principal entry points into the City, and develop a design theme that is used throughout the community to create a sense of unity, identity, and cohesion for both residents and visitors. Entrances into the City from Preston Road and from State Highway 121 should be prioritized locations for gateway features.



Action 6.3: Develop retail design guidelines that encourage distinctiveness and pedestrian orientation.

Action 6.4: Continue to use public art to differentiate the City from surrounding communities.

Action 6.5: Continue efforts to instill a stronger sense of civic pride by encouraging involvement in public decision-making and by soliciting citizen input from all age groups.

Action 6.6: Encourage public/private participation and cooperation in beautification efforts. Explore assistance that may be available from private/volunteer groups to contribute to urban design-related projects and to help maintain enhanced public areas (e.g., street medians, small landscaped areas, etc.).



Public Art in Frisco

Action 6.7: Establish ways in which the City can honor its history and use it to bolster civic pride.

Action 6.8: Establish ways in which the City can become increasingly known for its sensitivity to, and preservation of, the environment.

Action 6.9: Explore options for City-initiated land conservation efforts.

Action 6.10: Continue to pursue the concept of Grand Park, and as part of this, consider the redevelopment of Town Lake.

Action 6.11: Investigate the viability of Frisco as a location for a four-year university; pursue realistic options, such as a private university, a university center (where various schools of higher education provide classes in one facility or area), or a satellite university.

Action 6.12: Create formal public open spaces to serve as focal points and gathering areas throughout the City.

#### **PRINCIPLE 7:**

***Review the City's development standards and examine ways in which such standards can be improved to achieve increased livability and sustainability.***

Action 7.1: Develop standards for transitional elements to enhance the relationships between residential and complementary nonresidential development.



**Action 7.2:** Create a project review process for unique developments that include mixed use, open space, pedestrian integration, mix of housing types, etc., such that these unique developments become the norm in Frisco.

**Action 7.3:** Establish nonresidential design standards that will allow the City to proactively plan for the adaptive reuse of buildings that may become vacant as the City ages.



Sidewalk Integrated Into Development

**Action 7.4:** Continue to foster a positive relationship with, and coordinate development within the City with local school districts.

**Action 7.5:** Review zoning and subdivision ordinances and engineering standards to ensure that the principles of this Plan are incorporated, especially in terms of allowing flexible and innovative design solutions.

#### **PRINCIPLE 8:**

***Encourage the development of quality housing throughout the City that meets a diversity of housing needs, for the full life-cycle of citizens.***

**Action 8.1:** Ensure that there are provisions for meeting the housing type and affordability needs of families with children, young adults just leaving home, young professionals, empty-nesters, retirees and the elderly.

**Action 8.2:** Ensure that there is an adequate supply of workforce housing throughout the City for those who work in the service industry in Frisco.

**Action 8.3:** Ensure that all homes are situated with an appropriate level of positive attributes to maintain desirability, value, and attract reinvestment.



Small Cottages Could Provide Increased Diversity in Frisco





**PRINCIPLE 9:**

***Recognize the importance of existing neighborhoods to the character of Frisco by implementing policies that will support their long-term sustainability and livability.***

**Action 9.1:** Wherever possible, retrofit neighborhoods with pedestrian connections and access to open space. (Also see Action 1.9.)

**Action 9.2:** Ensure that all homes have close proximity and access to amenities such as parks, open space, trails, retail, and restaurants.

**Action 9.3:** Promote home ownership and long-term residency.

**Action 9.4:** Investigate specific ways in which the City can actively participate in upgrading deteriorated areas through organized community programs and funding.



Older Residence in Frisco That Could Benefit from Pedestrian Access

**Action 9.5:** Promote incentives and strengthen programs to assist economically distressed owner-occupants in meeting housing code requirements.

**PRINCIPLE 10:**

***Recognize the importance of continually ensuring that Frisco will be a safe community.***

**Action 10.1:** Proactively plan and budget for new or expanded City facilities to meet the needs of the growing population and related demand for services; examples include fire stations, police facilities, and library facilities.

**Action 10.2:** Design roadways to be safe and to provide maximum movement within the City.

**Action 10.3:** Continue to work with local school districts to locate schools within reasonable distances (walking and driving) to where the citizens live.

**Action 10.4:** Work with State and Federal authorities to ensure that Frisco is fully involved in homeland security efforts.

**Action 10.5:** Ensure that citizens are informed and aware of the City's plans for addressing emergency events, such as a terrorist attack, water crisis, or flooding.



Frisco Fire Station



## Transportation Strategy

### **PRINCIPLE 11:**

***Ensure that the City's transportation system is cost-effective and adequate to meet the needs of the current and projected population.***

Action 11.1: Identify strategies that result in mutually supportive transportation choices, balancing convenient and efficient auto access with safe, well-designed pedestrian, bicycle, and transit facilities.

Action 11.2: Identify current areas where access and mobility deficiencies exist.

Action 11.3: Investigate ways in which public and private funding can participate in transportation system improvements.

Action 11.4: Prioritize transportation recommendations, and allocate funds accordingly.

Action 11.5: Build upon the connectivity concepts in the City's adopted *Hike & Bike Trail Plan* by providing for such a secondary circulation system within the *Transportation Strategy*; concentrate on connecting homes and neighborhoods to schools, retail, employment and recreation opportunities.

Action 11.6: Determine locations where transit may be especially needed or desired, for instance in areas where workforce housing is located, and prioritize the integration of transit accordingly.

### **PRINCIPLE 12:**

***Plan for transportation needs according to the type of development that is anticipated to be developed in the future.***

Action 12.1: Correlate the *Transportation Strategy* with the *Land Use Strategy*, specifically to ensure that the various land uses are accommodated by the transportation system.

Action 12.2: Correlate a mixed land use development strategy to minimize auto trips and roadway congestion.

Action 12.3: Review standards for roadway design based on their anticipated function, traffic volume, and adjacent land use.



Preston Road in Frisco





Action 12.4: Encourage development of an interconnected and diverse street pattern to ease congestion, more evenly distribute traffic, and offer flexibility of routes.

Action 12.5: Incorporate updated standards for roadway types into the City's Thoroughfare Standards.

Action 12.6: Through the use of demand analysis and street types, create a strong connection between the *Land Use Strategy* and the *Transportation Strategy*.

Action 12.7: Enhance current roadways with a combination of light fixtures, signs, and sidewalks to make the City's roads unique, and to help residents and visitors recognize that they are in Frisco.

Action 12.8: Study existing roads and streets to determine whether their roadway classification and use has changed to the detriment of the neighborhood they serve. If the determination is that the roadway use pattern has compromised the neighborhood, ensure that future roadway plans are in place to return these streets to their intended purpose.

**PRINCIPLE 13:**

***Identify how alternative modes of transportation can be incorporated in Frisco.***

Action 13.1: Consider rail options to provide better regional transportation.

Action 13.2: Investigate how transit options could be utilized to connect major City attractions and development centers and be cost effective for residents at the same time.

Action 13.3: Provide comfortable and attractive pedestrian and bicycle mobility within existing and new development, and throughout the City.

Action 13.4: Pursue funding for retroactive and proactive integration of alternative modes of transportation throughout the City.



Wide Sidewalks Make Walking a Viable Alternative to the Automobile



**PRINCIPLE 14:**

***Work with adjacent cities and county and state governmental entities on efforts to maintain and/or expand the transportation system.***

Action 14.1: Ensure that Frisco's *Future Thoroughfare Plan* (Plate 6-1) is coordinated with plans in surrounding cities and regional plans, including Collin County and the North Central Texas Counties of Government (NCTCOG).

Action 14.2: Investigate how local, county, state, and federal funds could be combined to positively affect regional transportation needs.

## *Growth Strategy*

**PRINCIPLE 15:**

***Employ smart growth principles to help ensure the City's future sustainability.***

Action 15.1: Protect areas of environmental significance, such as floodplains, areas with unique topography, wetlands, special wildlife and plant habitats, drainageways, and creeks.

Action 15.2: Establish policies to provide for the orderly extension of city services and facilities and to minimize "leapfrog" development.

Action 15.3: Establish policies to encourage compact development, including mixed uses and housing types, in targeted areas.

Action 15.4: Continue to adopt progressive environmental regulations, such as the Green Building Program. (Also see *Action 6.8.*)



Developed Area Respects Floodplain and Creek



**PRINCIPLE 16:**

***Prioritize potential growth areas within the City and within the City's limited extraterritorial jurisdiction (ETJ).***

Action 16.1: Identify areas within the City and ETJ to determine where development is likely to occur.

Action 16.2: Use and maintain water and wastewater modeling efforts to determine where growth should ideally occur.

Action 16.3: Prioritize identified growth areas according to infrastructure capabilities.

Action 16.4: Encourage quality development and redevelopment within prioritized areas.



Frisco Water Tower

**PRINCIPLE 17:**

***Establish a population growth model that will help the City meet needs on the basis of an officially calculated and anticipated growth rate and ultimate population.***

Action 17.1: Use the *Land Use Strategy* to identify the amount of vacant land and the amount of planned residential and mixed use development. Specifically, use "person per household" figures and "occupancy rates" of the different types of housing from the Census data, and apply this information to possible new, unique housing units in Frisco to determine future population estimates for the City.

Action 17.2: Correlate City services with anticipated population growth and population capacity.

Action 17.3: Plan for the completion of City services in advance of population growth.

Action 17.4: Balance transportation needs with the anticipated *Land Use Strategy*.

